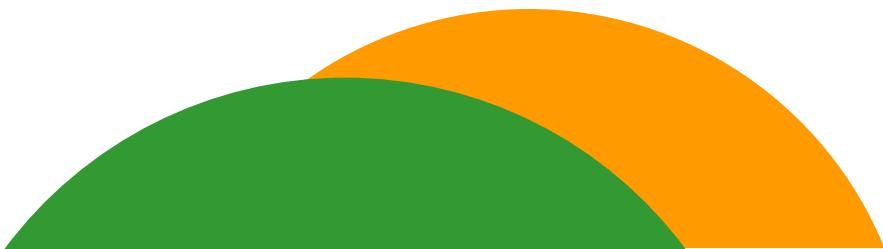


# Earned Media

---

Ginger Park, MS  
Kansas Dept of Health & Environment  
Tobacco Use Prevention Program



# Earned Media

---

- Free Media coverage
- Valuable!
- News stories
- Editorials
- Letters to the Editor
- Public Service Announcements



# Working With the Media

---

- Reporters are looking for stories
- They need you
- Send information with news value
- Being informed, friendly and concise is key



# News Value

---

- Timeliness
- Local Angle
- General Interest
- Conflict
- Human Interest
- Celebrity



# **Earned Media Tools**

---

- Tools to get coverage
  - Media Advisory
  - News Release (also called a Press Release)
  - News Conference
  - Letters to the Editor
  - Editorials
  - Public Service Announcements (PSA)



# Media Advisory

---

- Tells the media about an upcoming event
- Why they should cover it
- Highlight photo opportunities
- Goal is to get their interest and get them to attend
- Send 3 – 5 days before the event



# Sample Media Advisory

---

March 21, 2006

Contact: [Coalition Member Name]  
[Coalition Member Phone Number]

## MEDIA ADVISORY

### Youth in [INSERT name of Community group] are [activity or theme] for Kick Butts Day

**Who:** [Youth group/community group – everyone involved]

**What:** [One or two sentence description of event]

**When:** [Date and time]

**Where:** [Location (event address & city)]

**Why:** On March 28, 2007, thousands of youth across the country are participating in events for Kick Butts Day. They are standing out, speaking up and seizing control in the fight against tobacco.

[Add any specific information for media – where to park, entrance, etc.]  
# # #

# News Releases

---

- Provides a story to reporters
- Must have news value
- If well written, paper may print it exactly as written.
- Include at least one quote
- Keep adjectives (exciting, valuable, etc.) in quotes
- Send 3-5 days before event
- Keep to 1 page if possible



# Sample News Release

**FOR IMMEDIATE RELEASE**

February 15, 2007

**Contact:** [Coalition Member Name]  
[Phone Number, e-mail address]

## [INSERT Community] Wants to be Through with Chew

**[INSERT City], Kan.** – [INSERT Community] is joining communities across the country that are participating in “Through With Chew Week” February 18 through February 24 to raise awareness about the dangers and decrease the use of smokeless tobacco.

Kansas has a higher than average use of smokeless tobacco. According to the 2005 Kansas Youth Risk Behavior Survey, 17.4 percent of high school males report currently using smokeless tobacco. The estimated national prevalence is 13.6 percent among high school males. According to the 2002 Kansas Youth Tobacco Survey, approximately one out of every three youth do not know that smokeless tobacco is not a safe alternative to cigarettes.

“Smokeless tobacco can cause oral cancer, especially in the cheeks, gums, and throat and can also lead to other oral problems, such as mouth sores, gum recessions, tooth decay, bad breath, and permanent discoloration of teeth,” said [INSERT name of local health educator or physician/dentist]. “Smokeless tobacco is even more addictive than cigarettes because it contains a higher concentration of nicotine.”

[INSERT information on any local Through with Chew events.]

When Kansans are ready to be “Through With Chew” or other tobacco products, the toll-free Kansas Tobacco Quitline 1-866-KAN-STOP (1-866-526-7867) is a great place to start. Experienced cessation counselors work with the caller to prepare for a quit date and help them make a free personalized quit plan. The one-on-one telephone counseling sessions are scheduled at times convenient for the caller. Callers are encouraged to contact the Quitline as many times as possible to help them meet their goals.

[INSERT coalition name here] is a coalition based in [INSERT community] that is working to reduce tobacco use and its deadly effects. [INSERT coalition name here] has information on how to help reduce tobacco use and help people who use tobacco quit.

# # # #

# News Conferences

---

- Inviting all media to one location to share a big announcement
- 2-3 speakers share remarks & take questions
- Must have news value, good visuals and/or a celebrity
- Keep it short 15 – 20 minutes
- Use a media advisory as an invite



# When Reporters Call You

---

- Return calls quickly
- Find out their deadline
- Find out what info. they need and call them back
- Take a few minutes to gather your thoughts
- OK to say "I don't know"
- Don't try to wing it



## Letters to the Editor

---

- This is the place for opinion
  - Respond to an article or editorial
  - Comment on an important issue
  - Be brief and to the point
  - Organize different people to send letters
- Give them the topic and a few points to stress

# Editorials

---

- Written by a newspaper's editorial board
  - Request a meeting with the board to ask them to write about an issue or event
  - Request must stress why readers would care about the issue
  - Must prepare and know the facts for a meeting
- 
- A decorative graphic at the bottom of the slide consists of two overlapping semi-circles. The bottom semi-circle is green, and the top semi-circle is orange.

# Public Service Announcement (PSA)

---

- PSAs are free ads
- Generally from non-profit or govt.
- Address a community issue or public health/safety message
- Contact radio station community relations, public affairs or program director
- Aired whenever station wants
  - Could be 3 a.m.



# **Outlets for Earned Media**

---

- Newspapers
- Radio
- TV
- Web sites
- Newsletters
- Community Calendars
- Other suggestions?



# Targeting Your Audience

---

- Who are you trying to reach?
  - Narrow your audience to have a stronger impact.
  - Everyone needs the message, but who needs it most?
- How can you reach them?



# Targeting Example

---

- If your goal is to get elementary students to eat more fruits and veggies, who is your audience?
  - Parents
  - Kids
  - School administrators
  - Grandparents
  - Lunch Lady



# Targeting Example

---

- If we focus on parents, how will we reach them?
  - School newsletter
  - PTA meeting
  - Parks and Rec. mailers
  - Other suggestions



## Key Points

---

- Earned media is valuable
- Reporters need you
- Communication w/ media must have news value & be concise
- Be well-informed
- Think about who you want to reach and the message and the outlet that will reach them most effectively.



## Questions & Comments

---

